

(Free pdf) Revitalize Your Corporate Culture

## Revitalize Your Corporate Culture

*Franklin C. Ashby Ph.D.*

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**Franklin C. Ashby Ph.D. : Revitalize Your Corporate Culture** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Revitalize Your Corporate Culture:

4 of 4 people found the following review helpful. GREAT BOOK!By A CustomerFranklin Ashby has taken quotes and quips from some of the greatest minds in business and used them to illustrate why some corporate culture changes succeed and others fail. I would recommend this book to anyone thinking of culture change or those in the midst of culture changes (as in my case) where they are not meeting expectations. In my case, this book has helped identify what went wrong and why, and how to fix it. The book is thought provoking, insightful, and stimulating. I highly

recommend it. Best business book I have read to date.

Adapt or die; this is the simple choice that business has always faced. Here's a valuable guide to the how's, what's, when's, and why's of that choice. 'Revitalize Your Corporate Culture' will help you to: \*Diagnose your company's culture \*Understand the features of a positive corporate culture \*Design a strategy for an effective culture change \*Gain the full support of staff to implement a new, positive culture \*Maintain the momentum after the new corporate culture plan is in place \*Shared values and unwritten rules (your company's culture) can profoundly enhance; or destroy; economic success. This book supplies all the steps necessary to increase productivity, make your organization more cost effective, and help you change your organization into a more dynamic, innovative, and collaborative organization. Whether you are a senior executive or a middle-level manager, this book gives you techniques that will motivate, encourage, and prepare your staff to meet the challenges of the 21st century.

About the Author Franklin C. Ashby, Ph.D., is the president of Manchester Training. One of the leading authorities in organizational effectiveness and improvement strategies, his writings and program designs have been purchased by over 400 of the FORTUNE 500 and have been translated into 20 languages. He was the Vice-President of Instruction and Chief Educational Officer of Dale Carnegie Associates, Inc. He has a Ph.D. in management and organization development as well as an MA in adult learning from Columbia University, and an MBA from the New York Institute of Technology. He and his wife, Rita, live with their son, Danny, on Long Island, New York.